



Brownfield Development Area Initiative  
New Jersey Department of Environmental Protection  
Office of Brownfield Reuse  
P.O. Box 028  
401 East State Street, 6<sup>th</sup> floor  
Trenton, New Jersey 08625-0028  
Telephone: (609) 292-1250  
Facsimile: (609) 777-1914

---

### Brownfield Development Area Initiative Application Guidance

**NOTE: Applicants must notify DEP of intent to apply two weeks prior to any announced deadline.**

The NJDEP Office of Brownfield Reuse (OBR) is pleased to provide you with an application for the Brownfield Development Area (BDA) Initiative. The BDA Initiative is designed to help communities affected by multiple brownfields to plan for and implement remediation and reuse of those brownfields in a comprehensive and coordinated way. The BDA Initiative represents a unique partnership between NJDEP, other involved agencies and the public to transform neighborhoods and communities.

BDA designation initiates a long-term partnership among the applicant Steering Committee, the host municipality, NJDEP and other involved agencies, involving targeted funding, resources and assistance in developing and implementing a strategic plan for remediation and reuse of the brownfield sites within the BDA. Although a dedicated local planner is not required, the Department's experience from the pilot and first round BDAs shows that BDA Steering Committees can benefit from having an environmental/planning point person to assist with BDA project development, coordination and implementation. This point person can be a resource to the Steering Committee and help them get the full benefit of the BDA designation by keeping the projects on track. This person may be a municipal employee or a consultant.

#### BDA Selection Process and Criteria

In the BDA Initiative application process, Steering Committees and partnering municipalities will apply to NJDEP for designation of an area affected by multiple brownfields as a "Brownfield Development Area" or BDA. BDA Initiative projects will be selected annually by a team of involved State agencies based on application quality and staff availability. The process will be highly selective based on the overall potential for success. Application rounds and deadlines will be announced on the main Web site, <http://www.nj.gov/dep/srp/brownfields/>. Applicants interested in any given round must submit a letter of intent to apply two weeks in advance of the announced deadline.

Selection criteria will include:

- Extent to which the boundaries of the proposed BDA are consistent with the boundaries of a community, rather than merely properties that happen to be located near one another
- Level and breadth of community support for the proposed Steering Committee and BDA project
- Level of commitment to completing the project demonstrated by the proposed Steering Committee
- Potential benefits to public health, welfare and the environment from the proposed project
- Clarity of community vision for the BDA

Applicants who are not selected for BDA designation will receive assistance in improving their applications for consideration in later selection rounds.

#### Memorandum of Understanding Establishing the BDA

Successful applicants will enter into a Memorandum of Understanding (MOU), which will govern the partnership formed by the Steering Committee, the municipality and the NJDEP. The MOU sets forth the steps of the BDA Initiative process and the commitments of all parties. This MOU will be of one-year duration, to be renewed annually upon demonstration to NJDEP of adequate progress. This annual renewal requirement will impose a responsibility on all parties to ensure such progress. The BDA designation may be renewed annually until implementation of the reuse plan is complete. A copy of the standard-form MOU is attached and should be carefully considered by all prospective parties prior to application.



**Who Can Apply**

Applications will be accepted on behalf of local Steering Committees, made up of representatives from municipalities, counties or non-profit organizations and property owners in conjunction with the host municipality. All applications must include an ordinance or a resolution of support from the host municipality to partner with the applicant Steering Committee and to adhere to the terms of the MOU governing the BDA project.

**How to Apply**

Applications will be accepted on a bi-annual basis. Section-by-section instructions for completing the BDA Initiative application form follow in this document. NJDEP will announce the next deadline for BDA applications on the main Web site, <http://www.nj.gov/dep/srp/brownfields/>. Be sure to include five (5) paper copies and one electronic copy.

Application packages must be submitted to:

Brownfield Development Area Initiative  
New Jersey Department of Environmental Protection  
Office of Brownfield Reuse  
401 East State Street  
P.O. Box 028  
Trenton, New Jersey 08625-0028

Applicants are encouraged to contact OBR for more information or assistance with completing the BDA application. When calling, please direct your questions to:

Office of Brownfield Reuse  
Phone: 609-292-1251  
Fax: 609-777-1914  
E-mail: [judith.shaw@dep.state.nj.us](mailto:judith.shaw@dep.state.nj.us)



## Guidelines by Section

Applicants are reminded to provide information in response to all components of this application, and to explore all possible aspects of each component. Feel free to add information that, while not specifically requested, may be important in presenting the overall picture of the proposed BDA project.

1. Section I: Applicant Information. The applicant can either be a community organization, a municipality or a county, as appropriate to the area being proposed for BDA designation. List the name of the organization, the complete mailing address, a phone number, and a contact person. In the case of co-applications, provide information for each co-applicant.
2. Section II: Project Information.
  - A. Clearly state the physical boundaries of the proposed BDA, and provide an explanation for those boundaries. The boundaries may be geographic features, including rivers or other bodies of water, or highways. When boundaries are streets, street names should be listed.
  - B. Provide a clear map of the municipality highlighting the properties included in the proposed BDA.
  - C. Brief Narrative Description of the Overall Project Site. This should be as brief as possible while accurately describing the area. (Example: “A neighborhood bounded by River W, highway X, Y Street and the Z railway line currently containing residential, commercial and light industrial uses. The proposed BDA contains six brownfield sites, which the Steering Committee proposes should be remediated and reused consistent with an overall community vision for the area. The area was selected because....”)
  - D. Brownfield Site Descriptions. The brownfield sites proposed for remediation and reuse must fit the description of a brownfield: *any former or current commercial or industrial site that is currently vacant or underutilized and on which there has been or there is suspected to have been a discharge of a contaminant.* Brownfields may be vacant land or land with buildings. In this section, provide as much information as possible about each brownfield property, including the name of the owner, the site name, the address, all lot and block numbers, and the current use and any known past uses. Where any brownfields are currently undergoing remediation, supply details. Information on specific sites can be obtained electronically using the new NJDEP Open Public Records Act website: <http://www.nj.gov/dep/opra/>. Select Online Reports. Select Log In to DEP Reports. Select DEP General Reports. Select Find your Program Interest ID by Location. Select name of Municipality, County and under program, select Site Remediation.
3. Section III: Steering Committee. The Steering Committee will lead the project throughout the process and must demonstrate dedication to seeing the project through to completion. BDA Initiative applications will be judged, in part, by the extent to which the proposed Steering Committees reflect broad community representation and commitment to completion of the BDA projects. Leaders of neighborhood organizations, stakeholders from municipal or county government, property owners (including owners of the brownfield sites), environmental groups and commissions, developers, local business and resident leaders, and other stakeholders may all be part of the Steering Committee. These and other potentially impacted stakeholders should be informed of the BDA application process, and invited to participate or to submit a statement of their support. In this Section, list each of the Steering Committee members, their affiliation and their contact information.
4. Section IV: Steering Committee History and Support. This Section should be used to demonstrate that the Steering Committee is representative of the community, and has the support of the community and the municipality. Provide a brief description of the method through which the Steering Committee was selected or appointed. An ordinance or a resolution of support for the BDA project and the Steering Committee from City Council (or municipal equivalent) indicating the Council’s and the Mayor’s willingness to enter into a BDA Initiative MOU is required. Letters of support from stakeholder departments of local government will give added weight to the application. Any funding currently allocated for the project from municipal or other sources should be listed. Additional letters of support for the application from other area or community organizations should be included as part of this section. These letters are encouraged to be as explicit as possible as to the degree and level of support for the proposed project and the Steering Committee. Letters of support from brownfield site property owners and environmental commissions or groups are also encouraged.
5. Section V: Baseline Data. For each of the sites listed in Section II, Project Information, please add a separate discussion for each site, using the attached Baseline Data sheets. These sheets require only information that is already assembled or easily obtainable. Extensive additional site investigation is *not* required for this application.



6. Section VI: Community Overview. To complete this Section, provide a narrative description of the following information for the proposed BDA.
- A. Overall objective statement for the BDA project area. This is a statement of purpose describing any proposed end uses. Again, this Section requires only information that is currently known or easily obtainable. Extensive planning for the BDA area is not required for completion of the application.
  - B. Justification for the BDA boundaries and maps. This justification must provide the rationale for the selection of the BDA boundaries, based on neighborhood factors, or other designations (examples would include school sending area, active industrial or commercial area, etc.). Maps of the area should show the larger area with the proposed BDA outlined on the map. Within the BDA, the location of brownfield sites should be indicated. Detailed information on current uses within the proposed BDA should be provided if available.
  - C. Brief history of the area (may include pictures and other graphics). This is the opportunity to describe the past activities that have shaped the proposed BDA. This may span as few as twenty years or as many as one hundred. Provide a human and developmental history, not a geological history.
  - D. Area population and general demographics, including income, educational attainment, dominant employment sectors, unemployment figures, etc. In this Section, tell how many people live in the area and describe them based on the major census categories.
  - E. Identify local planning designations applicable in the BDA project area, including zoning, historic districts, redevelopment areas, etc.
  - F. Identify any economic development designations, such as special improvement districts, environmental opportunity zones, urban enterprise zones and any other relevant local designations that may impact the plan or the resources available for the BDA project.
  - G. Identify transportation available in the BDA project area, e.g., access to public transit, traffic levels, etc. Describe the level of traffic in the area and discuss any types of traffic (rush hour, trucks, etc.) that particularly affect the area. Describe the ability of residents to travel from home to work.
  - H. Green Inventory: identify street trees, parks, playgrounds, public spaces (gardens, boulevards, public fountains), etc. and proximity to water bodies within the BDA. This information should include all properties used for public recreation or public gardens. A general description of street landscaping should be included.
  - I. Housing and Economic Activity: Describe residential properties in the proposed BDA and list area businesses by category (e.g., commercial, industrial, recreational, services, etc.). Provide descriptions in terms of business activity, size of establishment, years in operation and other pertinent information.
  - J. Cultural and Public Assets: identify museums, schools, churches, organizations, hospitals, libraries and other assets. List assets with brief descriptions as needed to describe assets that may be unique to the proposed BDA.

7. Section VII: Community Vision

In this Section, provide a narrative description of the anticipated benefits to the community from the improvements associated with the remediation of the brownfields and the aspirations of the community for this effort, including, but not limited to:

- A. Direct and Indirect Environmental Benefits: List potential benefits to air quality, water quality and property from this redevelopment. Be as specific as possible.
- B. Aesthetic Benefits: Describe the potential benefits to the landscape of the neighborhood including improvements to existing street infrastructure and property.
- C. Community Quality of Life Benefits: Describe the potential benefits from the BDA project that could improve the lives of people living and working in the neighborhood.
- D. Public Health and Welfare Benefits: List ways in which the BDA could improve health and the overall welfare of the people of the BDA area.
- E. Economic Benefits: List specific economic benefits, and to the degree possible, quantify in terms of work, income and other commercial benefits.

